

CAREER GUIDANCE PLATFORMS IN INDIA

COMPARISON OF KEY PLAYERS

PARAMETER	FEATURES	M MINDLER	CareerGuide.com	mapmytalent.in	IDC	Univariety	Jitin Chawla's Centre For Career Development	LODESTAR CAREER GUIDANCE	vidyarthi	ONE STEP UP™ Find Yourself	dheya	YOUNGBÓZZ	@i/a	careerfuturo.com	ICS	
Career Assessment	Number of Dimensions Evaluated	5* (Style, Interest, Aptitude, Personality, Emotional Intelligence)	4 (Personality, Aptitude, Interest, Motivators)	3 (Personality, Aptitude, Interest)	3 (Personality, Aptitude, Interest)	Uses the Assessment Offered by Career Guide	4 (Interest, Abilities, Workstyle & Personality, Work Values)	2 (Strength, Interest)	4 (Interest, Aptitude, Personality, Academic Scores)	3 (Personality, Aptitude, Interest)	4 (Personality, Aptitude, Interest, Strength)	3 (Personality, Aptitude, Interest)	2 (Intelligence, Interest)	4 (Aptitude, Personality, Interest, Study Habits)	2 (Multiple Intelligence, Aptitude)	
	Career Assessment Designed for India	●	●	●	●		●	●	●	●	●	●	●	●	●	●
	Number of Aptitudes Evaluated	10*	5	7	5		9	5	10	NA	7	7	10	6	6	
	Aptitude and Interest Mismatch Alert	●	●	●	●		●	●	●	●	●	●	●	●	●	●
	Number of Elements Assessed	56*	29	35	16		50+	NA	NA	NA	32	NA	19	37	14	
Industry Recognition	NCTE, AICTE, Dept. of Science & Technology, Govt. of India	●	●	●	●	●	●	●	●	●	●	●	●	●		
Report	Exhaustive Assessment Report	● 34 Pages*	● 12 Pages	● 27 Pages	● 18 Pages	● 14 Pages	● 14 Pages	●	● 20 Pages	NA	● 20 Pages	● 9 Pages	● 10 Pages	● 32 Pages	●	
	Number of Best-Fit Careers Suggested	5	3	3	4	3	3	2	3	3	NA	3	5	3	NA	
	Personalized Developmental Plans in the Report for Personality Improvement, Self Awareness, and Aptitude Building	●	●	●	●	●	●	NA	●	●	●	●	●	●	●	
	Customized Details About Suggested Matches in the Report (Courses, Professional Opportunities, etc.)	●	●	●	●	●	●	NA	●	●	●	●	●	●	●	
	Comparison of Dimensions in the Report, for Better Understanding of Suggested Careers	● (5-D Comparison)	●	●	● (3-D Comparison)	●	●	NA	●	●	●	●	●	●	●	
Tech-Empowered Counselling Activities	Instant Generation of Career Matches, Based on Online Assessment	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Automated Work-Style Mapping using Expert-Defined Job Description Statements	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Automated Expert Counsellor Questions Mapped to Student's Career Matches	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Automated Motivator Mapping for Exploring Student's Key Drivers in Career	●	●	●	●	●	●	●	NA	NA	●	●	●	●	●	
	Automated Mapping of Student's Personal Achievements & Preferences to Create an In-depth Analytics Report for Career Experts	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Counselling Process	Free Orientation & Report Understanding Session	● (Two 15-Min Sessions)	● (One 10-Min Session)	● (One 15-Min Session)	● (One 15-Min Session)	NA	● (One 10-Min Session)	●	●	NA	●	●	●	NA	●	
	Availability of Domain Experts for Detailed Insights into Careers	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Extensive Email Support	●	●	●	●	●	NA	●	●	●	●	●	●	●	●	
	Action-Oriented Developmental Planning for Identifying Courses, Colleges, and Charting Strategy Path for a Primary and a Back-Up Career	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Institute Shortlisting	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Number of Sessions	Unlimited**	Unlimited	1	Up to 12	NA	1	3	1	Unlimited	1-3	1	NA	2	NA		
Long-Term Programs	Dedicated Coach	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Course Correction & Goal Tracking	●	●	●	●	●	●	●	NA	NA	●	●	●	●	●	
	Extensive Hand-holding	●	●	●	●	●	●	●	NA	NA	●	●	●	●	●	
	Overseas Coach Program	●	●	●	●	●	●	●	●	NA	NA	●	●	●	●	
Knowledge Repository	Career Library for Exhaustive Information on Careers	● 150+ Options	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Well-Researched Blog on Career Guidance	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Career-Awareness Newsletter	● Weekly	●	NA	NA	●	●	●	NA	NA	●	●	NA	●	●	
	Regular Career Updates (Exam Dates, Entrance Exams)	●	●	●	●	NA	●	●	●	●	NA	●	●	●	●	
Value-Added Services	Resume and Cover Letter Review & Writing	●	●	●	●	●	●	●	●	NA	●	●	●	●	●	
	Statement of Purpose Review & Writing	●	●	●	●	●	●	●	●	NA	●	●	●	●	●	
	Letters of Recommendation Review & Writing	●	●	●	●	●	●	●	●	NA	●	●	●	●	●	
	Application Essays Review & Writing	●	●	●	●	●	●	●	●	NA	●	●	●	●	●	
	Executive Coaching Programs	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Overseas College Profiling	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Profile Building Services	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
Team	Educational Background	Harvard University, ISB Hyderabad, IIT Kharagpur, Delhi University and Country's Leading Psychologists	BITS Pilani, Rajiv Gandhi Technical University Bhopal, School of Management Sciences Lucknow, Shaheed Bhagat Singh College Delhi	IIM Lucknow, IIT, Delhi University, NCERT, JNU	IIT, Indian Airforce, IBS, Psychologists	IIM Lucknow, INSEAD, NMIMS	FMS	IIM Calcutta, IIM Lucknow, Sydenham Institute of Management	NA	IIM Indore, Delhi University, Asian College of Journalism, University of Phoenix	Oxford University, Indian Navy, IIM Lucknow, SIM, Pondicherry University	University of Texas, CA, SNDT Women's University	University of Florida, Temple University	Maharashtra Institute of Technology, DY Patil College, ICFAI, CA, IIT Bombay	University of Lucknow	
	Professional Background	Career Counselling, Psychometrics, Skill Development, Artificial Intelligence, Education Strategy, Business Consulting	HR Consulting, Engineering, Psychology	Career Counselling, Education, Marketing, Management, Finance	Management, Career Counselling, Psychology, Indian Airforce, Education	Finance, Consulting	Career Counselling, Psychometric Testing, Leadership and Skill Development	Skill Assessment, Information Technology, Data Analytics, Product Management	NA	Management, Business Strategy & Planning, Training, Life Coaching, Lifeskills Training, Counselling	Entrepreneurship & HR, Training & Placement, Technology	Career Counselling, HR, Youth Development	Education and Teaching, Career Counselling, Entrepreneurship	Computer Science Engineering, Business Management, Physics	Psychology, Counselling, Mentoring, Training, Human Resource Development	

NA = Not Available
 * - Highest in the industry
 ** - Available in long-term programs

Disclaimer: This comparison report was created to provide a bias-free and objective comparison of leading career-guidance platforms in India. The information for the same was collated through the official websites of each platform, assessment reports, and through telephonic conversations with representatives of the companies, wherever data was unavailable. We have tried to ensure its accuracy and precision to the best of our ability. In case you encounter any unintentional errors or misrepresentations, kindly email them to us at hello@mindler.com with supporting links/documents, and we'll make the necessary changes.